

INTERACTIVE PROGRAM GUIDE
WITH GRAPHIC PROGRAM LISTINGS

Abstract of the Disclosure:

Electronic program guides in which program
5 listings may be graphically presented and in which
sponsors and celebrities of those programs may be
identified are provided. The electronic programs
guides may be passive television program guides,
interactive television program guides, and/or on-line
10 television program guides. Television show text
information, logos and/or trademarks, celebrity images,
affiliation indicators, and advertisements may be
present in the program listings to enhance the
electronic program guides.